PAGODE Digital Festival
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Two birds with one stone:

metadata enrichment and user engagement

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A story started a long time ago

The digitization of cultural heritage collections is a process initiated since over a decade now.

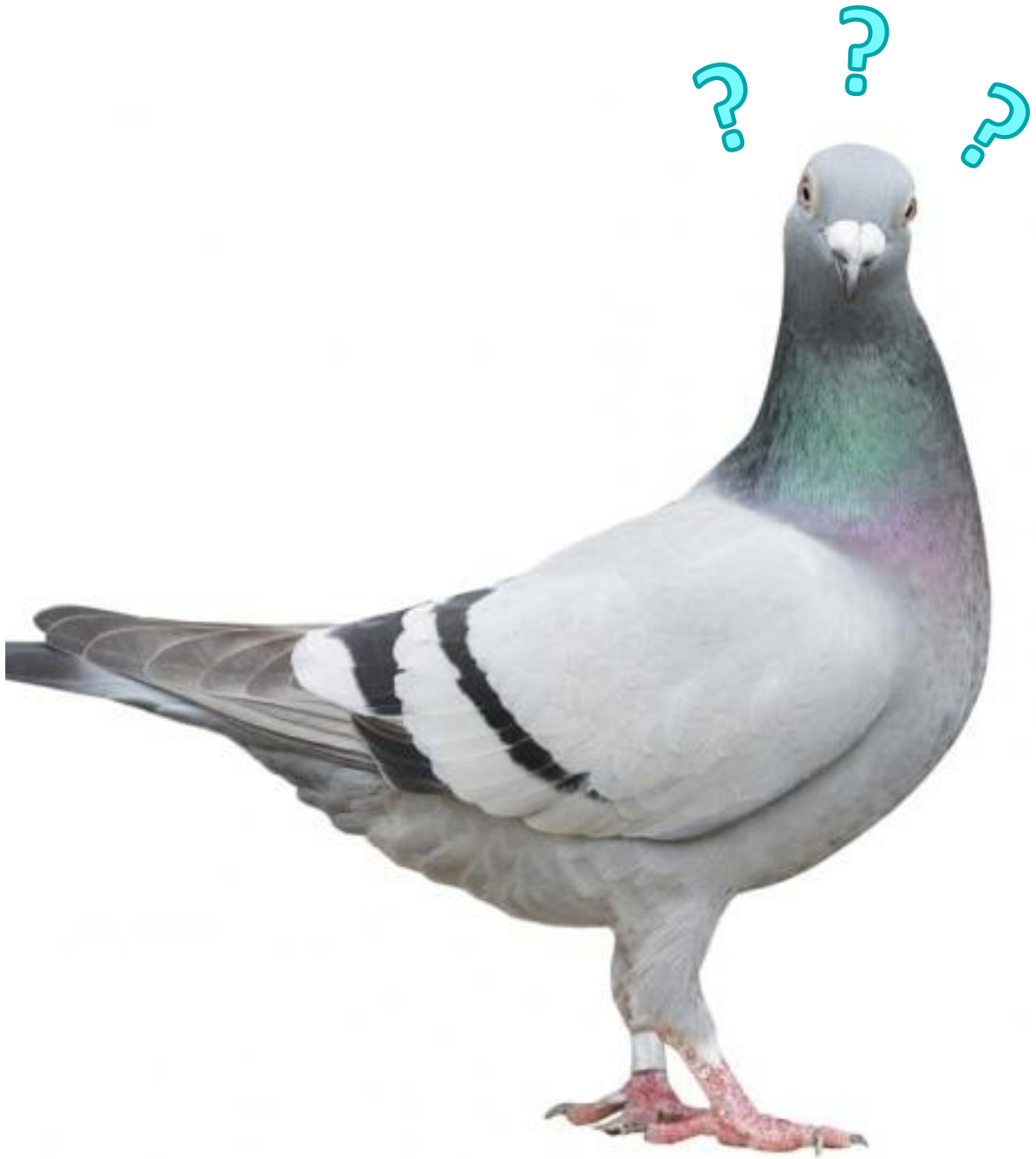
Europeana, the European gateway to cultural heritage, collects digital cultural records from partner Institutions since the very beginning.

This means that in Europeana we can find records provided many years ago, when the quality of metadata was in most cases too basic compared to today’s expectations.

Why metadata matter?

Metadata are the information attached to a digital object.

This information is key as much as it is the description of the object in a museum’s showcase.



Black lacquered bamboo specimen from Ivan Skušek's collection of Chinese pigeon flutes. Slovene Ethnographic Museum, CC0.

Pigeon whistles or pigeon flutes are small devices fitted to pigeons that emit a noise as the bird flies through the air. They have been used in China, where they are known as geling or geshao, since at least the Qing dynasty (1644–1912) and also in Japan and Indonesia.

When digitized objects are published on the internet, it is important to add other information that can be relevant to the viewers:

- What the object is
- Who created it
- When
- Where
- Who is the owner
- Can the image be reused and for what purpose
- … anything else to be shared.

Additionally, including relevant keywords is important so that the digitized object can be found on the internet by users in search for it.

Rich **Descriptive** **Linked** **Multilingual**

Correct **Structured** **Curated**

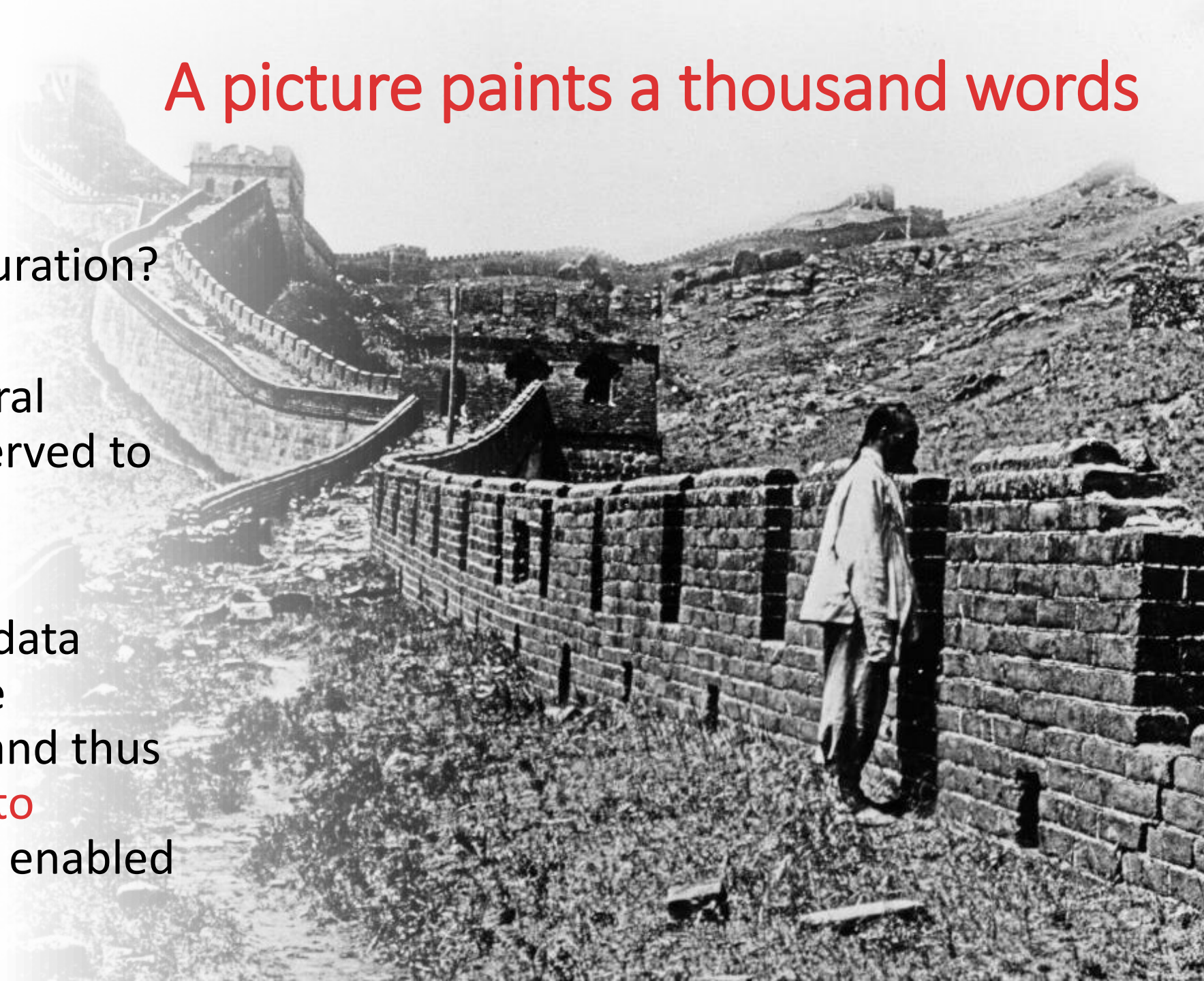
Authoritative **Reliable**

Metadata improvement in PAGODE

Not only PAGODE wants to bring new content to Europeana, but we made a big effort for metadata improvement of existing collections, in various ways.

Metadata creation and enrichment are a matter of CURATION of digital cultural heritage.

A picture paints a thousand words

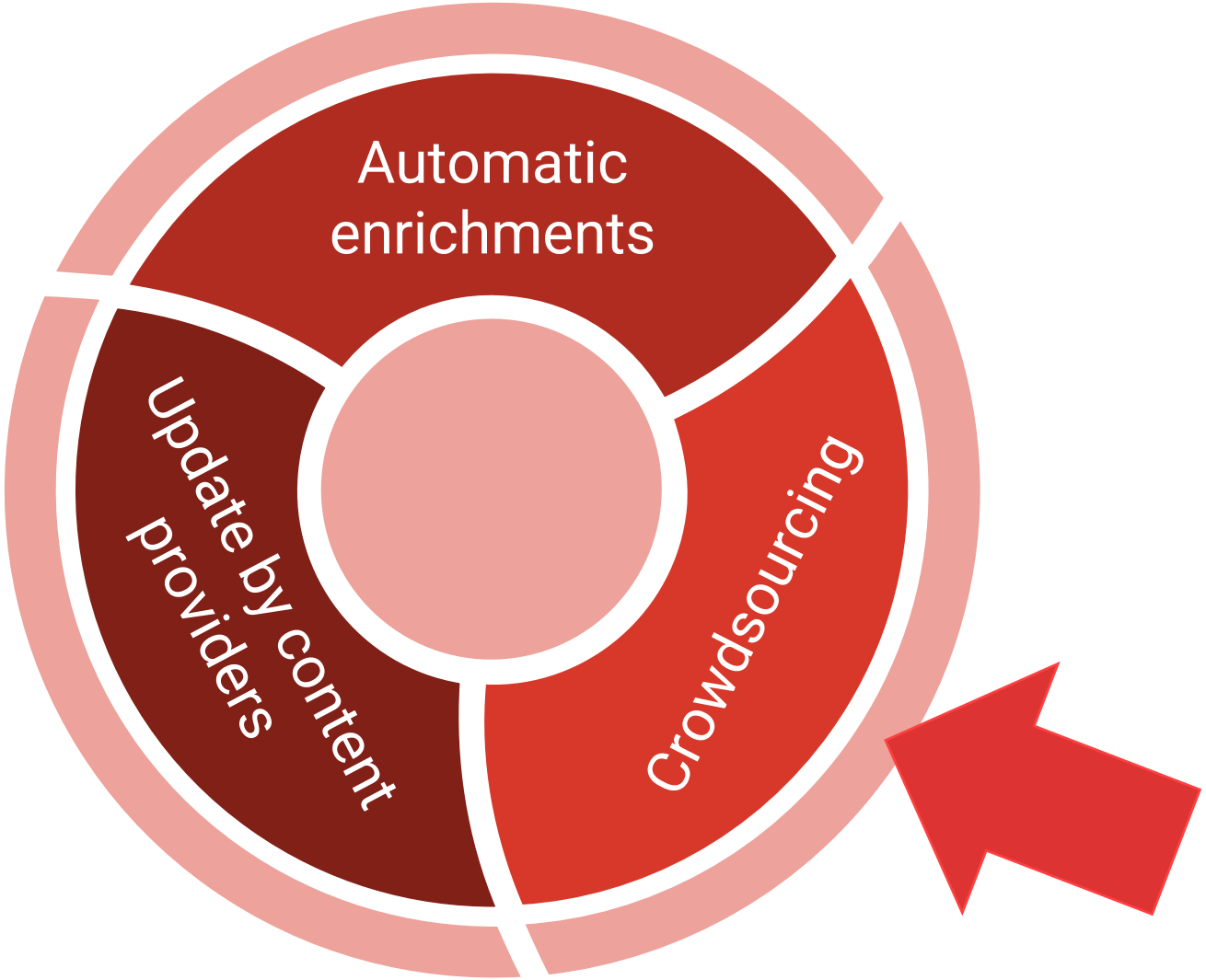


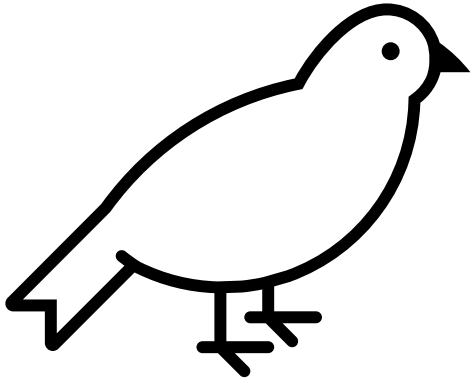
But who is entitled to curation?

Curation of digital cultural heritage is not only reserved to domain experts!

In facts, there are metadata properties which can be recognized by anyone, and thus anyone can participate to metadata enrichment if enabled with user-friendly tools.

The hybrid approach in PAGODE

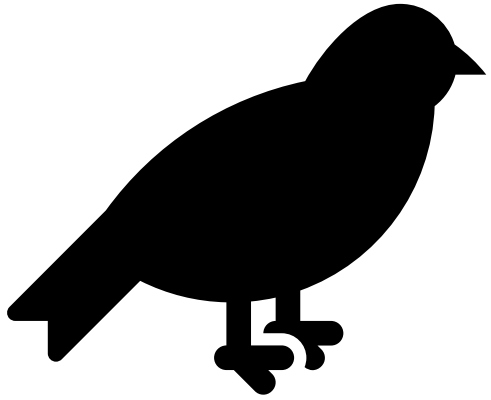




The impact of the crowdsourcing action of the PAGODE Annotation Pilot resulted in a two-fold benefit:

Enriching with additional keywords metadata in need of improvement

Enabling user engagement with Europeana content



PAGODE Annotation Pilot:

Enrichment of existing Europeana records

The result of the campaigns amounts to nearly 100,000 keywords added from controlled vocabularies, to records published in Europeana which originally had poor or incomplete metadata.

PAGODE Annotation Pilot:

User engagement with Europeana content

The PAGODE annotations campaigns involved

- over 50 contributors including Sinologists and expert curators, Colleagues from CHIs and Europeana Aggregators, metadata experts, University students, general public and culture lovers
- who browsed ca. 5,000 images of Chinese cultural heritage sourced from Europeana

The PAGODE RECIPE

To achieve this, you need:

- An easy-to-use platform, possibly with a gaming/challenging element in it
- Compelling content to explore
- A structured system for metadata (controlled vocabularies)
- A validation procedure afterwards, so to grant accuracy of the metadata additions

LESSON LEARNT IN THE PAGODE ANNOTATION PILOT:

If you allow people to easily offer their inputs, the response may be overwhelming!

PAGODE

made with europeana

1943.22.1

THANKS FOR YOUR ATTENTION!

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